



The Eastgate Neighborhood Plan is the second neighborhood plan in an ongoing series of neighborhood, district, and corridor plans that will assist in implementing the goals and strategies of the City's Comprehensive Plan. The neighborhood planning process offers the opportunity to develop an in-depth knowledge of an area and develop area-specific approaches to implementing the Comprehensive Plan.

ABOUT EASTGATE

The Eastgate Neighborhood Planning Area is made up of 567 acres located in the original core of College Station. Loosely bounded by University Drive East, Texas Avenue South, Dominik Drive, and Munson Avenue, this area includes 25 residential subdivisions, and is home to more than 2,789 residents. The area includes a redevelopment district along the northern and western perimeter and the Hospitality Corridor along portions of the northern border as identified in the City's [Comprehensive Plan Concept Map](#) (See [Map EC.2, Concept Map](#)). This section outlines some of the existing conditions in Eastgate; however, more in-depth information can be found in the [Existing Conditions Report](#), an appendix to this Plan (See [Appendix A – Existing Conditions](#)).

Housing and Business

The Eastgate Neighborhood is one of the earliest residential areas in College Station, but experienced a major development boom following World War II. Recent additions are the University Preserve gated residential subdivision and Dominion Townhomes, but the earliest development began in 1919 in the residential neighborhood between Lincoln Avenue and University Drive.



Eastgate has 518,000 s.f. of commercial and office space and more than 1,200 dwelling units.



The area holds more than 518,000 square feet of commercial and business space and 799 single-family homes, 110 duplexes, and 359 other multi-family units. The planning area is primarily residential, but is surrounded by commercial space along the perimeter. Commercial establishments are located at Texas Avenue South, University Drive East, and Dominik Drive. The commercial activity along these thoroughfare ranges from office, retail, and restaurant uses.

Education and Institutions

All neighborhoods in the planning area are zoned for attendance at College Hills Elementary, Oakwood Intermediate, A&M Consolidated Middle Schools, and A&M Consolidated High School,

Eastgate is home to College Station City Hall, and several public parks including Eastgate Park, Lion Park, Parkway Park, and Thomas Park. The City will be erecting Fire Station #6, located next to Lions Park at the intersection of University Drive East and Tarrow Street, to serve the entire planning area. For community policing, the area is located in Sector A, Beat 20.

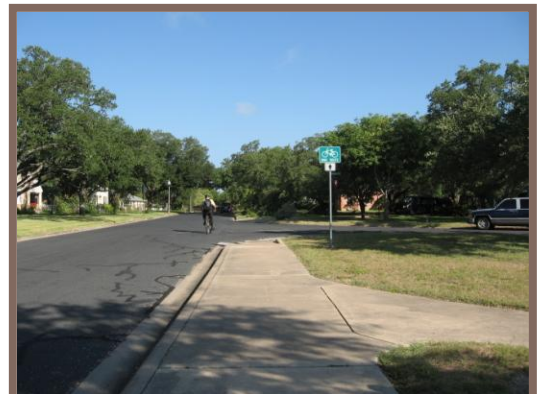
Natural Features

In the planning area, approximately 40 acres are identified on the City's Comprehensive Plan as Natural Areas – Protected and Natural Areas –

Reserved. These areas generally cover the floodplain for two Wolf Pen Creek tributaries that touch the south and east section of the planning area. Overall, the planning area is relatively flat, with two FEMA-identified floodplain areas associated with Wolf Pen Creek. The City of College Station maintains approximately 21 acres of park space in this area. The planning area is part of Neighborhood Park Zone 2 and Community Park Zone C. Overall, there are about 7.5 acres of park for every 1,000 residents.

Mobility

Eastgate is served by 17 miles of road. The area is bounded by two arterials –Texas Avenue South and University Drive East. Within the planning area, Eisenhower Street, Foster Avenue, and Tarrow Street provide north-south collector connectivity, while George Bush Drive



Mature trees make Eastgate one of the most charming areas of College Station.

East, Dominik Drive, Foster Avenue, Francis Drive, Lincoln Avenue, and Walton Drive provide east-west collector connectivity. There are numerous local roads that traverse the planning area, most notably: Gilchrist Avenue, Kyle Avenue, Munson Avenue, Nimitz Street, and Puryear Drive.

The planning area is served by three bus systems. Texas A&M University serves students living in this area with bus routes that run between 7am and midnight on weekdays during the regular fall and spring semesters. College Station Independent School District (CSISD) provides buses in this area for students attending College Hills Elementary, Oakwood Intermediate, A&M Consolidated Middle, and A&M Consolidated High schools.

The Brazos Valley Transit District provides limited general public service to this area along Texas Avenue, Tarrow Street, George Bush Drive East, Lincoln Avenue and University Drive.

The area is also served by a sporadic network of bicycle lanes, bicycle routes, and sidewalks.

Community Investment

There are a few public projects underway or planned for construction in the near future in Eastgate. The Lincoln Avenue sidewalk and utility rehabilitation of Eastgate Phase IV are slated to begin in 2012. Sidewalks will eventually extend from future Eisenhower Street to Grand Oaks Circle along the north side of Lincoln Avenue. Funds from the 1998 capital bond have been budgeted for the signalization George Bush Drive East and Dominik Drive intersection. This installation is anticipated for fall 2011. Construction of Fire Station #6, located at the intersection of University Drive East and Tarrow Street, has been budgeted and design has been approved. The Fire Station is anticipated to begin construction in fall 2011.

SELECTION

The Eastgate Neighborhood Planning Area was selected for the development of a neighborhood plan because of its diversity of housing type and age, mix of residential and commercial uses, opportunities for redevelopment, and the importance of this neighborhood for the overall character of the community. This planning area also offers the opportunity to better understand the factors leading to changes from owner- to renter-occupied homes.

The physical boundaries of this planning area were based on the contiguous area of neighborhood conservation identified in this area of the City in the Comprehensive Plan, and the surrounding redevelopment areas. Major roads serve as effective boundaries to delineate this area from other areas of the City. Though a few subdivisions comprise the majority of the area, there are over two dozen total subdivisions within the planning area. While none of these subdivisions are exactly alike in age or character, they all share the same network of public infrastructure and are similarly affected by the same infill, redevelopment, and commercial development.



Thomas Park is well used facility complete with a walking track, exercise equipment, playground, pavilion, pool, basketball court, and tennis court.

PUBLIC INPUT

Public input is critical in the planning process. Receiving feedback from the community enhances the process by allowing the experts who live in the area to provide the information and issues that are evaluated in the plan. Opportunities were provided for members of the community to voice their opinions on the direction of their neighborhood and begin to strategize ways in which to change or maintain that direction.

PLANNING PROCESS

The Eastgate Neighborhood Plan was developed over the course of nine months, beginning in late summer 2010. The process was broken into four phases, each with a specific function.

Phase 1, Pre-Planning (August – October 2010): The pre-planning phase is the first step in neighborhood planning. This phase focused on the mechanics of getting a plan started and moving it forward. During this stage of the Plan, the draft boundaries were identified, a timeline established, resource teams were established, and public outreach efforts were identified.

Phase 2, Existing Conditions and Planning Vision (September 2010 – January 2011): This phase focused on public outreach and determining the goals for the Plan. Five public meetings and three Neighborhood Resource Team meetings were held during this time frame to develop the planning goals. Additionally, the existing conditions analysis was conducted to establish some of the baseline data for tracking plan implementation.

Phase 3, Plan Development (February – May 2011): The plan development phase focused on the development of the Plan chapters, utilizing the goals and existing conditions that were developed during the previous phase. Draft strategies and actions were developed to achieve the stated goals and presented at three Neighborhood Resource Team meetings. At the end of the process, Open Houses were held on April 26 & 27, 2011 to present the draft Plan at a neighborhood-wide meeting and gauge acceptance of the proposed strategies.

Phase 4, Adoption and Implementation (June 2011 and ongoing): The Bicycle, Pedestrian, and Greenways Advisory Board provided a recommendation at their June 6th meeting. A public hearing was held and recommendation provided at the Planning and Zoning Commission on June 16th and after a public hearing the City Council adopted the Plan on June 23rd. After adoption, implementation will be on-going for the duration of the time period of the Plan (five to seven years) and may be tracked on the Plan's website at: <http://www.cstx.gov/ndcplanning>.

Project Teams

The advice and expertise of three advisory teams were used throughout the planning process - the Neighborhood Resource Team, the Planning Resource Team, and the Staff Resource Team. These teams met throughout the process to offer input and advice, and assist with the planning process including public outreach.

Neighborhood Resource Team

The Neighborhood Resource Team consisted of 13 individuals that included residents located in the College Hills Neighborhood

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Association, College Hills Estates Homeowners Association, College Hills Woodlands Neighborhood Association, and University Preserve Homeowners Association. The Neighborhood Resource Team served as an advisory board during the planning process, and helped encourage neighborhood participation in the planning process.

Members were chosen out of the group of interested individuals that represented the various geographic parts of the planning area.

Generally, the Neighborhood Resource Team met on a monthly basis during the process to provide feedback on the direction of the plan.

Members

David Boatcalie, Churchill Estates
Marcus Copelyn, Lloyd Smith subdivision
Ken Fogle, College Hills Estates
Quint Foster, College Hills Estates
Hunter Goodwin, University Preserve
Mildred Martin, Prairie View Heights
Leslie Miller, College Hills Woodlands
Stephen Miller, Woodland Acres
Kam Owens, Prairie View Heights
David Sahm, College Hills Estates
Ben Sperry, Student Representative
Tres Watson, College Hills Estates
Brooke Woodruff, College Hills Woodlands

Project Planning Team

The Project Planning Team worked throughout the planning process to provide technical assistance as well as oversight and guidance throughout the planning process. This team assisted in the development of the plan timeline, neighborhood outreach, maps, facilitators and group leaders during public meetings, and was responsible for the general development of the Plan. This team was made up of City employees within the Planning and Development Services (P&DS) Department. In addition, there were several other members of City staff that contributed or assisted in the development of the Plan.

Members

Jason Schubert, AICP, Senior Planner - Project Manager
Bob Cowell, AICP, CNU-A, Director Planning & Development Services
Venessa Garza, Greenways Program Manager
Joe Guerra, AICP, PTP, Transportation Planning Coordinator
Barbara Moore, Neighborhood Services Coordinator
Matt Robinson, AICP, Senior Planner
Lindsay Kramer, AICP, Senior Planner
Michael Trevino, GIS Technician
Kristen Hejny, Staff Assistant

Neighborhood Plan Kick-off Meeting

In September 2010, the first neighborhood-wide event was held at College Hills Elementary. The Neighborhood Plan Kick-off Meeting was

attended by more than 75 residents from the area. Residents were asked to choose their top priorities for the plan and to provide feedback about why they chose a specific topic. The meeting also served as a way to introduce the planning process to the neighborhood.



Residents meet with City Staff to discuss planning concepts at the Kick-Off Meeting.

A summary of the feedback that was received from this Kick-Off Meeting and other public meetings is provided as an appendix to the Plan (**Appendix B, Public Input Summary**). Members of the community were made aware of the event through postcards, notification signage, City television channel, flyers sent with utility bills, and information that was distributed to neighborhood organizations.

Surveys

After the Kick-off meeting, an on-line survey was made available for residents at the plan's website: <http://www.cstx.gov/ndcplanning>. Responses were recorded with the documentation from the Kick-Off meeting.

Issues and Opportunities Meeting

A second neighborhood-wide event was the Issues and Opportunities Meeting held on October 26, 2010 at College Station City Hall. The purpose of the meeting was to collect more in-depth information about what is positive about the neighborhood and where there is room for improvement.

Participants from the Kick-off Meeting were provided information about the date and time of the meeting, and promotional materials were provided to the Neighborhood Resource Team for distribution.

Neighborhood Area Meetings

As residents contributed to the planning process, it was realized that areas of the neighborhood faced different pressures or were expressing different responses to similar concerns. As a result, neighborhood area meetings were held in late January 2011, one each at College Hills Elementary, City Hall, and College Hill Missionary Baptist Church. The purpose of these meetings was to receive more in-depth feedback from each of the neighborhood areas regarding the concerns of their area. Residents of each area were sent a postcard invitation for the meeting held in their part of the neighborhood.

Open House

Neighborhood-wide Open Houses were held at College Hills Elementary on April 26 & 27, 2011 to receive feedback on the draft Plan. With more than 80 in attendance, participants were able to view the draft language, maps, and strategies, as well as converse directly with Staff about any of the Plan components.

Residents were notified through postcards, notification signage, and promotional materials provided to the Neighborhood Resource Team

for distribution.

PLAN COMPONENTS

The plan is broken down into four subject areas that represent each chapter in the plan and a final implementation chapter. Below are summaries of each of the chapters.

Chapter 1: Community Character

This chapter focuses on strategies that will *maintain a diverse mix of housing types, preserve larger lot single-family development patterns, reduce character impact from rental housing in the neighborhood, and promote redevelopment around the perimeter of the neighborhood that meets community needs and is complimentary to the neighborhood.*

The strategies proposed in this chapter include Comprehensive Plan amendments, zoning changes, the establishment of new zoning districts, and that are needed to ensure that development and redevelopment in this area are compatible with existing residential subdivisions in the neighborhood.

Chapter 2: Neighborhood Integrity

This chapter focuses on strategies relating to *effective neighborhood organizations, conservation of neighborhood resources, enhanced neighborhood identity and investment, proactive property maintenance and code enforcement, and targeted emergency and law enforcement services to enhance the appeal of the Eastgate neighborhood as a desired, family-friendly destination.*

The strategies in this chapter are intended to help encourage owner-occupied housing and stabilizing the neighborhood by strengthening neighborhood organizations, prioritizing community investment, and creating focused code enforcement programs, and in the area.

Chapter 3: Mobility

This chapter focuses on strategies relating to vehicular, bicycle, pedestrian, and transit networks to *maintain a safe and efficient street network while improving multi-modal transportation options by increasing bicycle and pedestrian connections to key destinations within and around the neighborhood.*

The strategies in this chapter focus on infrastructure analysis and improvements like traffic warrant studies, street rehabilitation, and bicycle lane and sidewalk improvements that will improve connectivity and encourage multi-modal transportation options where possible.

Chapter 4: Sustainability

This chapter focuses on strategies that relate to resource conservation efforts like recycling, stormwater management, and utility consumption in an effort to *increase awareness and participation in resource conservation efforts.*

The strategies in this chapter are focused on creating tracking methods and programs to help increase responsible use of natural resources by residents in Eastgate and throughout the City.

Chapter 5: Implementation

The final chapter is a listing of the strategies and actions that are proposed in the Plan. The plan implementation period is five to seven years. Specifically, this chapter assigns the cost of implementing a particular strategy, a timeframe for when the strategy will be implemented, and the entity that is responsible for implementing the strategy.